



POLICE

**CITY OF GREENSBORO
FOR IMMEDIATE RELEASE**

Contact: Sergeant Bill Hedrick
Phone: 373-2822

TRAFFIC ENFORCEMENT CAMPAIGN PUTS THE BRAKES ON SPEEDING DRIVERS

GREENSBORO, NC (April 13, 2004) – The Greensboro Police Department (GPD) will conduct a rigorous traffic enforcement blitz on Greensboro highways to combat recent increases in speed and severity of crashes. Beginning April 19 through April 23, motorists can expect to see members of the GPD's Traffic Safety Unit utilizing motorcycles, unmarked police cars, decoy vehicles, and special enforcement techniques to identify drivers traveling at excessive speeds or driving recklessly. Overhead portable highway display boards will be used to warn approaching motorists of the highway enforcement campaign.

Current surveys, statistics, and citizen complaints compelled the GPD to begin the campaign. "With the opening of all lanes on Interstate 40 and the urban loop, we have seen a dramatic increase in highway speeds. This event will supplement our on-going traffic safety initiatives with the North Carolina Highway Patrol in reducing speeding on our highways," said Lieutenant R.E. Flynt, Special Operations Division.

"Ensuring the safety of motorists is a major initiative for our agency," said Chief David Wray. "Speeding is a primary collision factor in most fatal and serious injury crashes and it is a growing problem on our highways. We intend to reverse this trend in Greensboro," he added.

Ridealongs will be available to the media during the campaign. Call Sergeant Bill Hedrick at 373-2822 to schedule a ridealong.

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